

Message Text

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PAGE 01 BERLIN 05669 041713Z
ACTION EUR-12

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E.O.11652: N/A
TAGS: BEXP, GE
SUBJECT: PROPOSED BUSINESS DEVELOPMENT OFFICE AT LEIPZIG FALL FAIR

REF: USDOC 5260

1. WE APPRECIATE THE OPPORTUNITY TO COMMENT ON BDO
PROPOSAL.

2. WE BELIEVE A CAREFULLY CONCEIVED U.S. TRADE
PROMOTION OFFICE AT THE LEIPZIG FALL FAIR (SEPT 4-11,
1977) WOULD MAKE A POSITIVE CONTRIBUTION TO OVERALL
TRADE PROMOTION EFFORT IN THE GDR. TO OUR MIND, BDO
SHOULD NOT BE PRIMARILY A CATALOGUE SHOW, BUT A
BASE OF OPERATIONS FOR A GENERALIZED TRADE INFORMATION
AND PROMOTION EFFORT, IDEALLY WITH AN EXTERIOR PORTION
INCORPORATING A MODES IMAGE-TYPE EXHIBIT FOR THE NON-
TRADE PUBLIC. SUCH A STAND SHOULD PROVIDE ATTRACTIVE AND
FUNCTIONAL OFFICE AND CONFERENCE SPACE FOR INDUSTRY
TECHNICAL REPRESENTATIVE(S), BEWT TRADE DEVELOPMENT
SPECIALIST (S), AND EMBASSY COMMERCIAL STAFF.

3. DESPITE GDR PROTESTATIONS TO THE CONTRARY,
THE FALL FAIR IS SOMEWHAT SMALLER THAN THE SPRING
FAIR, AND THE QUESTION ARISES WHETHER IT IS WORTH-
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WHILE TO HAVE A BDO IN THE FALL. MOST OF THE GDR'S
MAJOR WESTERN EUROPEAN TRADE PARTNERS HAVE BUSINESS
DEVELOPMENT BOOTHS AT BOTH SPRING AND FALL
FAIRS, WHILE MOST OTHER COUNTRIES, E.G. ASIANS,
AFRICANS, LATIN AMERICANS, APPEAR ONLY AT THE SPRING
FAIR. WE REALIZE THAT THE CHOICE THAT PRESENTS
ITSELF IS NOT BETWEEN FALL 77 AND SPRING 78 BUT IF

IT WERE, WE WOULD HAVE TO ARGUE STRONGLY FOR THE GREATER IMPORTANCE OF THE SPRING FAIR. ON BALANCE, HOWEVER, WE SUPPORT THE IDEA OF AN ATTRACTIVE AND IMPRESSIVE BDO AT THE FALL FAIR AS A POSITIVE CONTRIBUTION TO TRADE PROMOTION IN THE GDR.

4. MAIN PRODUCT THEMES AT THE FALL FAIR ARE; CHEMICAL INDUSTRY, AUTOMOTIVE, PLASTICS MACHINERY, PRINTING AND PAPERMAKING, TEXTILE MACHINERY, WOOD-WORKING MAHCINERY, MEDICAL AND SURGICAL EQUIPMENT, AND CONSUMER GOODS. US INTERESTS WOULD PROBABLY BEST BE SERVED BY PRESENCE AT BDO OF EXPERTS AND TRADE SPECIALISTS IN CHEMICAL INDUSTRY, INCLUDING EQUIPMENT, TECHNOLOGY, AND PRODUCTS, LATTER INCLUDING AGRICULTURAL CHEMICALS.
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